
**Netizen's Reception of Covid-19 Vaccination Policy Communication Through
Instagram Account @kemenkes_ri**

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Abstract

The Covid-19 vaccination is one of the efforts of the Indonesian government to reduce morbidity and mortality due to the Covid-19 virus that hit Indonesia. In addition, this policy aims to create herd immunity in Indonesian society. The Ministry of Health of the Republic of Indonesia, as the leading sector of the Covid-19 vaccination policy in Indonesia, continues to disseminate policies so that target groups can see, understand, and prepare to implement this policy. The @kemenkes_ri account, managed by the Ministry of Health of the Republic of Indonesia, is used as one of the communication strategies in communicating this policy. Public acceptance of this policy is very diverse, as seen from the comments made in several publications at @kemenkes_ri about Covid-19 vaccination. This study aims to analyze the audience's acceptance and meaning of the Covid-19 vaccination policy information submitted through the @kemenkes_ri account. The method used in this research is using the qualitative interpretive method with a constructivist approach and reception analysis of Stuart Hall's encoding-decoding model. Data collection in this study was obtained by conducting semi-structured interviews and analysing @kemenkes_ri Instagram feed uploads. Public acceptance of the Covid-19 vaccination policy in Indonesia is divided into three groups: hegemonic dominant positions, hegemonic negotiating positions, and hegemonic opposition positions. The three audience groups have different meaning constructions regarding the Covid-19 vaccination policy in Indonesia.

Keywords: *Reception Analysis, Policy Implementation, Policy Communication, Covid-19 Vaccination*

Introduction

The Coronavirus Disease (Covid-19) outbreak, which has hit almost all parts of the world, including Indonesia, has created a crisis in various sectors of people's lives. The paralysis of multiple sectors due to the Covid-19 pandemic has prompted the government to respond by making several policies so that people's lives return to normal. A series of written policies by the Indonesian government in the context of handling the Covid-19 virus include Presidential Decree No. 11 of 2020 concerning the Determination of Public Health Emergency Corona Virus Disease 2019 (Covid-19), Presidential Decree No. 12 of 2020 concerning Determination of Non-Natural Disasters for the Spread of Corona Virus Disease 2019 (Covid-19) As a National Disaster, and various policies that have been implemented such as the policy of staying at home, the policy of physical restriction, the policy of using personal protective equipment, the policy of maintaining personal hygiene, the policy of working and studying at home, the policy of postponing all activities that gather people many, large-scale social restriction policies (PSBB), to the implementation of new typical policies (Tuwu, 2020). However, until now, the suffering caused by the Covid-19 virus has not ended.

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The Indonesian government is currently trying to overcome the Covid-19 pandemic through a series of policies, one of which is Presidential Regulation of the Republic of Indonesia Number 99 of 2020 concerning Vaccine Procurement and Vaccination Implementation in the Context of Combating the 2019 Corona Virus Disease (Covid-19) Pandemic, which is further clarified. In the Regulation of the Minister of Health. This policy is an accelerated step taken by the Indonesian government to deal with the Covid-19 pandemic. The government is implementing the procurement of Covid-19 vaccines by purchasing vaccines produced by several companies, namely AstraZeneca, Sinopharm, Moderna, Pfizer Inc, BioNTech, and PT Bio Farma (Persero), and Sinovac Biotech Ltd. The Ministry of Health of the Republic of Indonesia, based on Article 13 of the Presidential Regulation, was appointed as the leading sector in the implementation of the Covid-19 Vaccination. The actions of the Ministry of Health of the Republic of Indonesia in the policy of procurement of vaccines and the performance of the Covid-19 vaccination have a very decisive role in reducing suffering from the Covid-19 virus in Indonesia.

One of the strategic actions taken by the Ministry of Health of the Republic of Indonesia is to carry out massive socialization as an effort to disseminate policy substance in order to provide knowledge and understanding to the public before the implementation of the Covid-19 Vaccine. Socialization in the public policy process is carried out after a policy is formulated and carried out before the policy enters the implementation stage (Herdiana, 2018). As a strategic action, policy socialization, in addition to playing a role in disseminating policy substance, the results of policy socialization will provide information about the public's response to the policy. Therefore, the community needs policy clarity that can guarantee their access to health so that these policies can be applied efficiently to reduce the Covid-19 pandemic. This will undoubtedly benefit the Ministry of Health of the Republic of Indonesia in determining the approach to implementing the Covid-19 Vaccination.

Communication has a significant role in the process of policy socialization. Policy communication is communication that occurs within the government as an effort to deliver government messages, programs, and ideas to the public in order to achieve state goals (Wahab, 2005). Seeing this understanding, policy communication is the same as the concept of government communication (Dwijowijoto, 2004), (Hasan & Gunarsa, 2005), (Silalahi, 2004). Therefore, the purpose of policy socialization will be achieved if the right strategy is formulated in communicating policies so that they can be known, understood, and implemented by the policy targets (Mulyana et al., 2016), (Rodiah & Yusup, 2018). Based on this, the Ministry of Health of the Republic of Indonesia must conduct policy communication as a strategy so that the public, as the targets of the Covid-19 Vaccination policy, can know, understand, and implement government policies.

Guidelines for formulating a policy communication strategy can be prepared by answering the formulation of the communication process proposed by Harold Lasswell (1948): Who?, Says What?, in Which Channel?, to Whom?, and with What Effect? (Cangara, 2013). Who means 'Who', i.e. the communicator, who will deliver the message?. Says What means 'Saying What', i.e. what message will be conveyed?. In Which Channel means 'Through What Channel', i.e. what intermediary or medium will be used to deliver the message?. To Whom means 'To whom', i.e. the communicant, who will receive the message?. And With What Effect means 'With what kind of effect', i.e. what does the communicator expect from the communicant after receiving a communication message? The Ministry of Health of the Republic of Indonesia can formulate a communication strategy for the Covid-19 Vaccination policy by answering these questions.

One of the communication strategies used by the Ministry of Health of the Republic of Indonesia is using social media, Instagram, as a channel or media in communicating health policy messages and other notes, especially regarding the Covid-19 Vaccine. The Ministry of Health of the Republic of Indonesia started using Instagram on April 6, 2016, with the account name @kemenkes_ri. Information regarding the Covid-19 Vaccination began to be published through the @kemenkes_ri account since August 30, 2020 and started massively from November 2020. The upload of information published by @kemenkes_ri regarding the Covid-19 Vaccination was made in various ways, including (a) an informative style aimed at providing information; (b) an educational style that aims to provide education/education/understanding; and (c) a persuasive style that aims to invite participation in the implementation of the Covid-19 Vaccination policy.

All of these messages are addressed explicitly to their followers (a term for someone or an account that follows another account on Instagram) and netizens (a period for a virtual community 'resident') who are not followers of the @kemenkes_ri account but can access the information. In addition, uploads of details regarding the Covid-19 Vaccination on the @kemenkes_ri account are presented with various illustrations in the form of posters, comic strips, and short videos so that they are interesting to read. So that the uploads made and published by the Ministry of Health can reach various segments of society.

Image 1
Covid-19 Vaccination Upload on @kemenkes_ri Account



Source: Ministry of Health of Republic of Indonesia [@kemenkes_ri]. Available on: https://www.instagram.com/kemenkes_ri/. It was accessed on December 22, 2020.

Research on the theme of communication of the Covid-19 vaccination policy has been conducted by Tawakkal Baharuddin et al. A quantitative approach with the content analysis method was used in the study to answer the research objectives on how the narrative, participation, and level of social trust in government policies regarding Covid-19 vaccination on Twitter. The Nvivo 12 Plus application was used to analyze data in the form of hashtags related to Covid-19 vaccination on Twitter. The study's conclusion states that the narrative of the debate about Covid-19 vaccination on Twitter has led to low public confidence in vaccination, which will undoubtedly hamper the implementation of vaccination. Such conditions will impact public acceptance of policies, collective interest and public participation in policies (Baharuddin et al., 2022).

Research on the socialization of the Covid-19 vaccination policy through social media in Indonesia has been conducted by Danang Kurniawan and Arissy Jorgi Sutan (2021). A qualitative approach was used to answer research objectives on the role of social media use in the socialization of the Covid-19 vaccination policy in Indonesia. The Q-DAS application was used to analyze data from 9 hashtags trending on Twitter. The study's conclusion states that social media has been well utilized to promote the Covid-19 vaccination policy (Kurniawan & Sutan, 2021). (Kurniawan & Sutan, 2021). The recommendation in the study is the importance of conducting a study on the pros and cons of the Covid-19 vaccination policy in Indonesia on social media

Winda Yulita et al. (2021) have researched public opinion regarding Covid-19 vaccination in Indonesia. The study used sentiment analysis to analyze public opinion on Twitter about the Covid-19 vaccination using the Naïve Bayes Classifier Algorithm. The study's conclusion stated that public opinion on Twitter about the Covid-19 vaccination policy received a positive response, and only a few were against the policy (Yulita, 2021).

Research on public acceptance of policies has been conducted by Septianing Nofiaki (2020). The study examines how the policy of managing street vendors in the Malioboro area is communicated and how the public, in this case, the street vendors, interprets the policy. Reception analysis was used in the study to analyze the public's interpretation of the policies made. The study's conclusion states that the difference in policy acceptance among street vendors is due to their differences in interpreting messages or information conveyed in the policy communication process (Nofiaki, 2020).

Other research on public acceptance of a government policy has also been conducted by Daril Widhi Wicaksana (2020). The study examines public acceptance of the news of the PSBB easing policy. Reception analysis with Carolyn Michelle's multidimensional theory was used to analyze the position of public acceptance of policy news and the factors that influence it. The study's conclusion states that the public's position in accepting policy news is in the position of hegemonic reading and contesting reading. The influencing factors include individual experiences such as direct experiences, life experiences such as environmental influences, and public knowledge obtained from other sources such as books and media. (Widhi Wicaksana, 2020).

Based on the above studies, this study was conducted to analyze the public acceptance of the Covid-19 vaccination policy communicated by the Ministry of Health of the Republic of Indonesia through the @kemenkes_ri Instagram account. Based on observations, the Ministry of Health of the Republic of Indonesia has published uploads about vaccines with a total of 27 posts consisting of feed uploads and Instagram Live until January 29, 2021. The upload received various responses from netizens through the comment column on Instagram @kemenkes_ri with various meanings. This meaning can be analyzed through Stuart Hall's reception analysis.

The study of reception analysis is concerned with the correlation between text and reader or between media and audience. Reception analysis looks at how audiences as producers of meaning aggressively seek meaning. According to Denis McQuail, reception analysis focuses on the use of media as thinking with a socio-cultural context and the process of giving sense to all experiences and cultural production (McQuail, 1997). Furthermore, reception theory is defined as a theory that pays attention to readers' responses to media content (print, electronic, internet) (Suryani, 2013).

Messages or information poured through the media is a complex set of symbols. A 'preferred reading' has been determined but still has the opportunity to be received in different ways, seeing how the message is conveyed. Three units of analysis may be used by the audience in interpreting the content of the media, namely (1) Hegemonic dominant position, which means that the audience is in line with the program codes and fully accepts the meaning conveyed by the program maker. (2) Hegemonic negotiated position means that the audience is in line and accepts the meaning conveyed by the program maker. However, it is not entirely accepted, and some parts are modified according to the reflection of their unique positions and interests. (3) Hegemonic oppositional position, this classification means that the audience does not accept the meaning in line with the program codes and rejects the meaning conveyed. Then determines its alternative meaning in interpreting the message conveyed. With this, the novelty of this research is to focus on describing the analysis of references received by the public regarding the vaccination policy as an effort to overcome the covid-19 pandemic. (Hall, 2011). Therefore, researchers are interested in examining the meaning given by netizens to messages produced by Instagram @kemenkes_ri using reception analysis.

Methods

The research uses a constructivist approach which views that social phenomenon observed and understood by a person cannot be generalized. Each individual has the freedom to interpret a phenomenon in accordance with their conceptual thinking (Eriyanto, 2004). Researchers chose this approach based on the aim of wanting to see how netizens gave interpretations in responding to vaccination policies. Every netizen has a way of giving meaning to the information they get. So, the use of a constructivist approach is the right paradigm for this study. The method used in this research is interpretive qualitative using Stuart Hall's reception analysis technique. Reception analysis reviews the understanding and meaning of a media text (print, electronic, internet) by individuals who are active as producers of importance (Hadi, 2010). The data source in this study was obtained from the texts of netizen comments on @kemenkes_ri uploads about vaccination. Reception analysis was carried out on the texts of netizen comments on @kemenkes_ri uploads. Furthermore, the comments will be classified against the three types of receptions described by Stuart Hall, namely dominant hegemonic position, negotiated position, and oppositional position.

Results and Discussion

Covid-19 Vaccination Policy Communication

Indonesia currently ranks 4th in the most use of social media Instagram (Hamdan, 2019). Based on data from social media analyst company NapoleonCat, Instagram users in Indonesia reached 69.2 million users in January-May 2020. The high number of Instagram users in Indonesia can effectively communicate in disseminating government policies, especially in accelerating the handling of Covid-19. Edward suggests that the success factor of a policy is influenced by the communication aspect (Anggara, 2014).

In carrying out public communication, the government needs to carry out an effective communication process. Effective communication is the process of sending messages by the communicator and receiving by the communicant; then, the communicant responds positively in accordance with what is intended and expected (Umam, 2018). One strategy that can be applied is to open communication channels and the media used (Cangara, 2018). The government, in this case, requires every component of the government to implement and

develop a communication strategy by increasing understanding, attitudes, and behaviour in order to have an incentive to get vaccinated. The determination of the communication strategy is regulated in the Regulation of the Minister of Health of the Republic of Indonesia, Number 84 of 2020, concerning the Implementation of Vaccination in the Context of Overcoming the Corona Virus Covid-19 Pandemic.

The Ministry of Health of the Indonesia, as the leading sector in handling the COVID-19 pandemic, uses Instagram as a basis for socialization related to vaccination policies. Considering the high number of Instagram users in Indonesia, determining Instagram as a medium or channel for socializing government policies, primarily associated with vaccination, is the right step. Coupled with the characteristics of Instagram as a social media, it is easy for the audience to consume and share information with whomever they want (Syahputra, 2017).

Audience Acceptance of the Covid-19 Vaccination Policy

Instagram can provide a two-way communication pattern between the government and the community through its features such as comments and direct messages. The government can provide stimuli to the audience as opinion leaders who actively carry out the encoding process or produce a discourse (Fathurizki & Malau, 2018). The audience is defined as the audience or participants in giving meaning and interpreting what they read, hear, and see about a piece of information (Hadi, 2010). In this case, associated with Instagram uploads @kemenkes_ri. So that it can form a cultural community with a high participation culture, this is in terms of the meaning or decoding process that is actively carried out on information from the @kemenkes_ri Instagram account.

Instagram @kemenkes_ri, until now, on January 29, 2021, has made 35 publications regarding the vaccination program. The publication uses various illustrations such as posters, comic strips, and short videos to reach multiple segments. From the 35 posts, the researcher randomly selected five positions to be analyzed regarding the content of uploads and netizens' responses regarding Stuart Hall's encoding and decoding process. Then, a calculation is made of all netizen responses, which are classified into three things, namely dominant hegemonic position, oppositional position, and negotiated position as follows:

Table 1
 Number of Audience Responses Based on Stuart Hall Klasifikasi Classification

Reception Classification	Core Ideas	Number of Responses
Dominant Hegemonic	Netizens are willing to be vaccinated according to the rules issued by the government.	63
Oppositional	Netizen's reactions show rejection of the vaccination policy.	31
Negotiated	The response of netizens who gave certain conditions before being vaccinated was because there were still doubts.	52

Source: Processed by Researchers (2021)

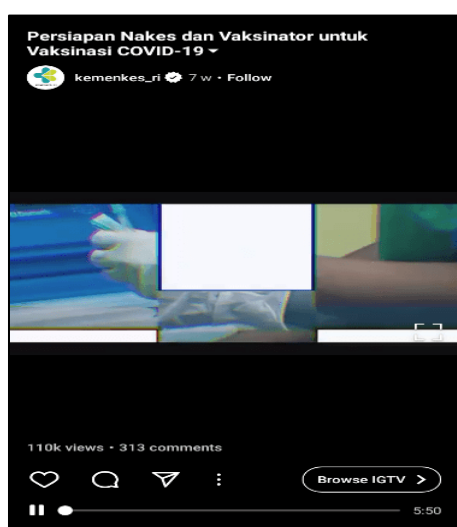
Based on the table, there are indications that most of the audience who received information from @kemenkes_ri's upload was in the dominant hegemonic position classification with a total of 63 responses. Then, followed by 31 netizens who were in the oppositional position and the negotiated place, there were 52 netizens' responses. This shows

that the community agrees with the vaccination program. Although, several things need to be confirmed by the government first in order to have more confidence in the community, such as safety for health in the short and long term.

Subsequently, the researcher analyzed the first of the five uploads, namely, video uploads uploaded on December 15, 2020, by the Instagram account @kemenkes_ri. The video explains preparation of health workers and vaccinators for the Covid-19 vaccination. Even more deeply, the video displayed by the Instagram account @kemenkes_ri conveys information about the number of health workers and the areas that are the primary targets. This was obtained directly by Oscar Primadi as the Secretary-General of the Indonesian Ministry of Health in the video round. Then, there were 313 comments from several netizens or audiences on IGTV upload posts uploaded by the Instagram account @kemenkes_ri. As follows:

Image 2

Preparation of Health Workers And Vaccinators for The Covid-19 Vaccination



Source: Instagram @kemenkes_ri, 2021

Based on the picture above, the analysis of netizen responses on the upload tends to be classified as negotiated position. This is motivated by the dominant statement to agree with the implementation of vaccination. But they do not believe it 100% yet, because the information received by the community is not entirely optimal. Meanwhile, many netizens explained that vaccination drugs must be tested optimally to meet the community's needs. Then there are positive sentences conveyed by netizens, such as invitations for vaccines, like, I hope vaccinations are distributed evenly so that our area does not become a red zone for Covid-19 cases, obviously by making this category declared in the dominant hegemonic position classification. Meanwhile, netizens who are classified in the oppositional position are netizens who reject the implementation of vaccinations, such as the most frequent disclosures, namely, that clinical trials have not yet been completed when I believe they are vaccinated.

Second, the Ministry of Health made a video upload in collaboration with the Indonesian Doctors Association, Dr Daeng Mohammad Faqih, regarding the safety of the COVID-19 vaccine. The upload provides information about the importance of vaccination programs for the community, especially health workers at the frontline. The public is also encouraged not to worry and fear about the safety of the COVID-19 vaccine because it has been tested by the Food and Drug Administration (BPOM) with WHO international standards. Furthermore, the delivery of the message was interpreted in various ways by netizens. This can be seen from the number of comments that reached 165 responses.

Image 3

The Number of Comments



Source: Instagram @kemenkes_ri, 2021

Based on the analysis of netizen responses on the upload, it tends to be classified as a dominant hegemonic position. This is based on the community's importance of health workers, who are the main priority in implementing vaccination. The netizens also argue that giving vaccinations to workers is one way so that they are not susceptible to contracting. However, there are also differences of opinion among netizens who explain that there must be an optimal health test because everyone has a different health history, clearly stated in the negotiated position classification. As for those classified in the oppositional position, some netizens reject the implementation of vaccinations by saying optimistically that they refuse vaccines.

Third, not only videos and narrated feeds, but the Instagram account @kemenkes_ri also conveys information about vaccines in the form of comic strips, a series of pictures containing a story. The use of comic strips as a medium for disseminating information on vaccine policies by the government is also a good step because the public can tend to accept the information reported. For example, the information in the upload contains that vaccination will be carried out with health workers as a top priority and invites them to maintain health protocols. Here's an upload about the comic strip:

Image 4

The Comic Strip



Source: Instagram @kemenkes_ri, 2021

Based on the results of the analysis conducted on the responses from netizens on the upload, it was found that the behaviour of netizens tended to agree with the policy. This is based on the dominance of the statement that they realize that health workers are at the forefront of handling Covid-19, so the risk is much higher than in other communities. Meanwhile, netizens are also willing to be vaccinated. Therefore, positive sentences were conveyed, such as an invitation to vaccines so that the body's immune system became much more robust, which made netizens in this category declared in the dominant hegemonic position classification. Then, there was also a response that they agreed if health workers were vaccinated beforehand and were ready to be vaccinated with a note that there was a guarantee of safety for the body and had been tested rigorously so that it would not harm the body of the vaccine recipient in the long term. Therefore, the response made the netizen included in the negotiated position classification. Not only that but there were also netizens' responses stating that they ultimately refused to be vaccinated because of their distrust of vaccines and the government. So the netizen is classified in the oppositional position because it contradicts the goal or message conveyed by the government to vaccinate.

Fourth, uploads regarding the flow of Covid-19 vaccination services. In the upload, the Ministry of Health explained the five stages of Covid-19 vaccination, namely (1) Re-registration for Covid-19 vaccine recipients, (2) Verifying the identity of vaccine recipients, (3) Conducting anamnesis (medical test using the dialogue method), (4) Injecting the Covid-19 Vaccine, and (5) Observing the vaccine recipient for 30 minutes and being given a vaccination card. The netizen's response to the post contained 234 comments or replies. Therefore, the uploads regarding the vaccination service flow can be seen as follows:

Image 5

The Vaccination Service Flow



Source: Instagram @kemenkes_ri, 2021

Based on the results of the analysis of the responses from netizens on the upload, it was found that the acceptance of netizens tended to agree with the vaccination flow set by the government. However, there are various questions regarding technical matters such as the timing of vaccination, how it is registered, and whether a specific classification can be vaccinated. So the government needs a more detailed description of the vaccination flow so that people can get vaccine services properly. If the type categorizes it in Stuart Hall's theory, then netizens in this upload have given many responses classified as dominant hegemonic positions.

Fifth, the ministry of health created content regarding the first day of ratifying the Covid-19 vaccination program with the theme of Safe and Halal Vaccines. The vaccination program was launched with the first injection of the vaccine to the President of the Republic of Indonesia, namely Joko Widodo, then to the Minister of Health Budi Gunadi Sadikin, some religious figures, officials and representatives of the people. Then vaccinations are also carried out on health workers and health support personnel. It aims to increase the level of public confidence in this vaccination program and encourage them to be able to participate. After that, in this content, the government targets 181.5 million Indonesians for Covid-19 vaccination, such as public service officers, the elderly, and people with high transmission, as well as other communities. Here's the uploaded image,

Image 6

Covid-19 Vaccination Targets



Source: Instagram @kemenkes_ri, 2021

From this post, the researcher stated that public acceptance of the government's efforts to convince the public that vaccination had a positive impact in handling Covid-19 resulted in various responses. For example, one of the responses expressed by many netizens is whether, after vaccination, people can return to their normal activities and relax health protocols. Furthermore, the researchers concluded that netizens are increasingly willing to be vaccinated because they have been proven safe by government officials. So the categorization of these responses into the dominant hegemonic position. However, the government still needs to regularly provide information regarding everything that netizens question to form a shared understanding and handle Covid-19 much better.

All posts published by Instagram @kemenkes_ri are intended to manifest efforts to increase public understanding of vaccination policies, provide valid information to avoid hoax information, increase public participation in vaccination, and increase public willingness to get vaccines. Concerning the socialization efforts or communication strategy implemented by the Ministry of Health, the researcher examines more deeply the reception of meaning produced by the informants towards the communication strategy implemented by the government.

Audience's Meaning of the Covid-19 Vaccination Policy

The researcher asked some questions to netizens on Instagram @kemenkes_ri to examine the communication made by the Ministry of Health regarding vaccination policies. Based on the results of the interview, the first informant explained that the socialization of

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government policies using Instagram was the right step, coupled with varied content that becomes an attraction to see the post or content, such as the creation of comics, short videos, educational posters, and the use of animation in the content. However, the first informant deeply regretted that in the socialization carried out via Instagram, the Ministry of Health did not provide a highlight on the criteria for people who can be vaccinated and who cannot be vaccinated. The first informant gave an example in the case of people with diabetes mellitus who could not randomly receive vaccinations or immunizations.

Then, the first informant thought that vaccination was a very reliable solution because the application of 3M (washing hands, wearing masks, and maintaining distance) was not effectively implemented. This can be seen in the high number of cases affected by Covid-19, which reached 1 million in Indonesia. However, there is a note given by the first informant; namely, there is news that the clinical trials on the vaccine are shortened, so the government needs to be a proactive agent to ensure all rumours are circulating. Regarding the availability of vaccines, the first informant was willing to be vaccinated because he viewed vaccination as immunization, namely, the process of forming immunity so that bacteria and viruses do not readily infect the body.

Furthermore, the second informant stated that the form of Instagram socialization carried out by the Ministry of Health was the right decision. Instagram, which is currently a place filled with the segmentation of young people, makes the messages to be conveyed easier in distribution. In addition, the second informant found that the engagement rate of the @kemenkes_ri Instagram account experienced gradual development. This is very unfortunate because if the Ministry of Health does not determine a strategy so that the published content can reach a large number of users, then the use of Instagram will be a slow step in socializing the Covid-19 vaccination policy. As for the views on vaccines. The second informant is willing to be given a vaccine and believes that the Covid-19 vaccine can reduce the pace of this Covid-19 pandemic so that the recovery of various sectors in people's lives will be awakened.

The third informant also commented on one of @kemenkes_ri's Instagram posts regarding the vaccination policy. He stated that the government, especially the Indonesian Ministry of Health, had taken the proper steps in tackling the Covid-19 virus outbreak. However, the socialization of vaccine policies carried out through the @kemenkes_ri Instagram account is still lacking. This was conveyed by a third informant who stated that the prevalence of hoaxes and conspiracies has caused people to doubt still or even refuse to be vaccinated. Then it goes down the level of public awareness of the Covid-19 virus, which tends to be denied. However, he agreed with the vaccination. Because as a form of control, suppressing the severity of symptoms and factual situations in the field, such as in almost all referral hospitals for Covid-19 patients in Indonesia.

Furthermore, the fourth informant believes that implementing policy socialization through Instagram @kemenkes_ri is the right step if it is based on a group of people. However, not all people in Indonesia use social media, and the average user of Instagram is people with an age range from teenagers to adults. Therefore, it is necessary to map a society based on age and daily habits in the use of social media. The content published on Instagram @kemenkes_ri also needs to add variety, such as regular webinars and other socialization models that can be used. In addition, the second informant described that the current government tends to be inconsistent with the policies implemented. This needs to be addressed because, in public policy, every stakeholder needs to synergize by knowing each other's goals and roles to build public trust. In addition, the government needs to provide massive socialization regarding things that can encourage people to accept vaccination policies, such as vaccine effectiveness, positive impacts, and other persuasive sentences or content.

Concerning vaccination, the fourth informant is willing to be given a vaccine because they believe that vaccines can form antibodies, so they are not exposed to the Covid-19 virus. This trust was obtained based on the immunization experience he had received. Furthermore, the fourth informant believes that the Covid-19 vaccine can solve this pandemic problem faster with the integration between the government and the community. Based on the results of the interviews, it was found that the four informants were in a dominant hegemonic position. This is because the show of agreement will implement the vaccination policy. However, there are several notes for the Ministry of Health to take various actions such as eliminating all hoaxes, convincing the public that vaccination plays a vital role in dealing with Covid-19, and providing assurance that vaccination has a positive effect on the body. This is intended so that other people can have more confidence in this vaccination policy.

The first informant believed that socialization through Instagram @kemenkes_ri was a practical step. Still, it was necessary to highlight substantial aspects, such as classifying individuals who cannot get the Covid-19 vaccine. In contrast to the first informant, the second informant highlighted @kemenkes_ri's Instagram engagement rate, which fluctuates in its development so that it can affect the reach rather than content regarding vaccinations. In addition, the third informant tends to highlight the lack of dissemination of vaccination policy socialization on the @kemenkes_ri Instagram account, accompanied by the proliferation of hoax and conspiracy information or news that is not immediately sterilized by the government, especially the Indonesian Ministry of Health. The fourth informant stated that the need for community mapping was based on age and the use of social media. In addition, in policy socialization, consistency and a series of messages are formed persuasively so that the objectives of the vaccination policy can be met. So in simple terms, it can be said that the four informants provided additional notes in the communication pattern carried out by the Ministry of Health so that other people were educated and could jointly vaccinate.

Conclusion

Based on the study results, netizens' acceptance of information on the Covid-19 vaccination policy at @kemenkes_ri showed the dominant hegemonic position with the most responses. This is evidenced by the many comments from netizens who indicated their approval for vaccination and the deepening of meaning through interviews. However, the government needs to increase the intensity of socialization and in-depth education so that netizens can be more confident about getting vaccinated. Then the government must also be able to grow public confidence in implementing vaccination, considering that there are still people with negotiated and optional position categories. Suggestions that can be applied by the Ministry of Health in implementing policy communication through Instagram are continuously developing socialization through the Instagram platform. Actions such as increasing engagement rates, delivering persuasive information, and creating comprehensive content about vaccinations are the keys to the successful use of Instagram.

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